

NOW
IT'S POSSIBLE
TO DO
ALL THESE
WITH THE

KODAK
Ektalith
METHOD

Negative Intermediates

Diazo Intermediates

Direct Copies

Transparencies

Offset Masters



VERSATILITY!

Just look at what you can do with the KODAK EKTALITH Method

OFFSET MASTERS—for a master a minute—masters of quality with speed and economy

NEGATIVE INTERMEDIATES—for high-quality, presensitized masters

DIRECT PAPER COPIES—for 10 or more dry, ready-to-use, photo-accurate copies

DIAZO INTERMEDIATES—for fast print production of reduced-size drawings

TRANSPARENCIES—for use with overhead projectors in training classes, publicity meetings, etc.

The KODAK EKTALITH Method mates your present offset duplicator to a camera. No longer is your duplicating machine limited to what a girl can type. It will make all your reproduction jobs faster and it will lower your costs.

PLUS!

The KODAK EKTALITH Method provides you with CHANGE OF SIZE for all reproductions.



AND...

ease of operation

Expose, process, then transfer the photo-image directly to an offset master.

speed

Press-ready offset master in a minute's time; dry, ready-to-"burn" negatives in less than 5 minutes.

economy

Save—in clerical and outside plate-making expenses.

Save—The KODAK EKTALITH Method can be used with your existing offset duplicating equipment, hence minimum investment in additional equipment.

convenience

There's no waste of valuable floor space, either. A complete installation with camera and duplicator requires no darkroom.

HERE'S THE STORY:

What is the KODAK EKTALITH Method?

The KODAK EKTALITH Method has been developed by Eastman Kodak Company, long a leader in techniques for reproducing documents and graphics. Our continuing research into faster, more economical reproduction methods has resulted in a system which can produce a master a minute, as well as direct copies, transparencies, and negative intermediates.

How does this method operate? Simple—the heart of the method is in the special camera-speed KODAK EKTALITH Transfer Paper. Expose a sheet to your original copy, process, then transfer the photo image directly to an offset master. Imagine—press-ready offset masters in just one minute's time with such ease of operation.

Breaks the Size Barrier Without Breaking Your Budget

In order to best suit your duplicating needs, the KODAK EKTALITH Method provides reduced, enlarged, or same-size offset masters, negative intermediates, direct paper or transparent copies of your original material. Whatever your duplicating requirements are, KODAK EKTALITH Method can fill them with ease.

Choice of Paper, Plastic or Metal Masters

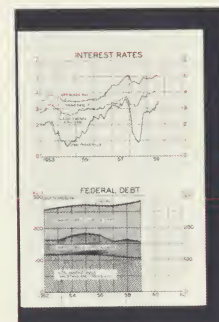
You can use low-cost paper, plastic, or metal masters. If your needs require the use of negatives and presensitized plates, the newest time- and money-saving concept is KODAK EKTALITH Negative Material. If only a few copies are needed, you can bypass the duplicator and make ten or more copies by direct transfer to KODAK EKTALITH Copy Paper.

Transparent copies for use with overhead projectors or as diazo intermediates may also be made with KODAK EKTALITH Transparent Receiving Sheet.

Accurately Reproduces an Extensive Variety of Originals

With the KODAK EKTALITH Method you can reproduce materials which are typed or printed, written or drawn in ink, pencil, or crayon on opaque or translucent stock, one-sided or two-sided. You get clean, sharp reproduction of linework; crisp, black solids; a variety of half-tone illustrations; background tone, or shadow lines from paste-ups or overlays are no problem.

Here is an ideal, photo-accurate way to reproduce anything from price lists to promotion pieces, maps and drawings to wiring diagrams.



ORIGINAL

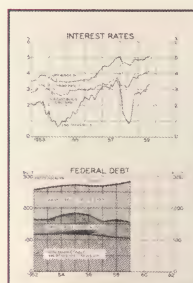
OFFSET MASTERS

NEGATIVE INTERMEDIATES

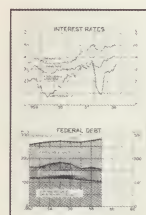
DIRECT PAPER COPIES

DIAZO INTERMEDIATES

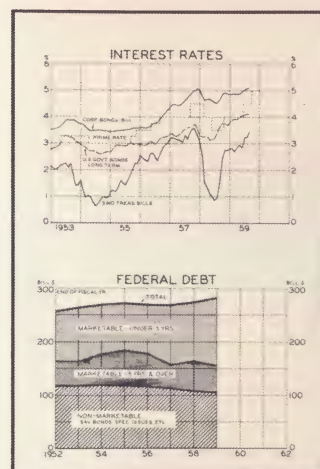
TRANSPARENCIES



SAME-SIZE



REDUCED



ENLARGED

Provides a More Efficient, Effective, Complete Reproduction Service

The KODAK EKTALITH Method enables you to provide your organization with a greater variety of copying services; helps you speed business communications, in legible form, to the right parties at the right time. It offers you many new opportunities to increase the usefulness of offset duplicating equipment.

If you do not already have offset duplicating equipment, the KODAK EKTALITH Method provides sound reasons for considering its installation. Your savings in clerical and outside plate-making expenses will more than pay for the KODAK EKTALITH Method's moderate cost, as well as greatly increase the value of your duplicator investment.

See for Yourself

See for yourself just what the KODAK EKTALITH Method can do for you. Check the ease of operation, the versatility, the substantial savings in time and cost possible when you can turn out needed copies so swiftly. Your KODAK EKTALITH Method dealer will be glad to discuss with you the ways you can save with the EKTALITH Method.

Offset Masters With These Exciting Features:

Additions and deletions easily made on master. These masters readily accept duplicating pencil, pen, or ribbon additions. Deletion of unwanted details is easily accomplished.

Little or no clean-up or fill-in work is required. After processing, the masters can be set aside and run later as needed.

Photo-composing is another technique easily performed with the KODAK EKTALITH Method. You can transfer two or more original photo images to the same master. This gives an entirely new area of style, imagination, and versatility to your reproduction operation.

Here's How Others Have Benefited from Installing KODAK EKTALITH Equipment

Advertising agency cuts reproduction costs:

J. Walter Thompson, one of the world's largest advertising agencies, reduced its reproduction costs about 1500 percent with the KODAK EKTALITH Method. It makes full use of both the plate-making and direct-copy functions of the Method.

Electronics equipment manufacturer enjoys great savings:

The Magnavox Corporation saves about \$30,000 per year by using the EKTALITH Method to reproduce reduced-size engineering drawings and storing them on open shelves for easy access.

Music licensing organization saves on overtime:

Broadcast Music, Inc., installed KODAK EKTALITH Method equipment and has since eliminated the 60 hours of overtime formerly needed to turn out required plates.

Utilities gain by using EKTALITH Method:

The Ohio Bell Telephone Company has reduced offset duplicating material costs roughly \$5,000 a year in its reproduction department due to paper platemaking with EKTALITH equipment.

Detroit Edison finds KODAK EKTALITH Method saving them an estimated \$1,325 per month in master-making costs.

Paper, plastic, or metal masters, all with change-of-size, prepared in just a minute.

Great for article reprints, forms for internal communication, printing of house organs, reproduction of catalogs, price lists, manuals, and a thousand more uses.

Direct Copies Interest You?

With KODAK EKTALITH Method you can get ten or more dry, ready-to-use copies on bond-type paper—with change-of-size. Using the EKTALITH Copy Unit, paper copies can be made directly, without using the duplicator.

Convenient way to reproduce pocket-size charts for sales meetings; gives permanence to handwritten copy without tedious recopying or rechecking for transcription errors.

Rush copies—when copies are suddenly needed for visitors or unexpected trips, EKTALITH copies are ready in a flash.

Transparencies for Overhead Projection or Diao Prints

Reduced, enlarged, or same-size transparent acetate copies for use with overhead projectors or for producing diazo prints can be prepared with the EKTALITH Method, using KODAK EKTALITH Transparent Receiving Sheet.

In just one minute you can have fine, sharp copy on a transparent matte-surface sheet.

Linework, solids, even coarse-screen half-tone illustrations can be reproduced with excellent fidelity. Again, additions and deletions can readily be made on the matte surface.

Well suited for sales presentations, display work, engineering diagrams, training sessions, and many more uses.

Negative Intermediates for Preparing Presensitized Plates

Here's an economical and quick way to prepare negatives, change-of-size and ready to "burn" . . . see next page for details.

INTRODUCING...

KODAK EKTALITH Negative Material

a new concept in preparing presensitized off-set plates for duplicating departments.

Kodak now features a new negative procedure for preparing presensitized paper or metal offset masters with change-of-size for use in your duplicating department. Now you can go from original document to dry negatives, ready to "burn" in less than five minutes.

How are the presensitized plates made? Heart of this procedure is the KODAK EKTALITH Negative Material. It is a paper negative intermediate designed expressly for burning presensitized plates. Just expose KODAK EKTALITH Negative Material to the original, process as you would Transfer Paper in your KODAK EKTALITH Processor, wash and dry, and you have a negative, ready to expose to any standard presensitized paper or metal offset master.

This speedy preparation time means **dollars saved for you**—as much as 80 percent in time and labor costs, and as much as 20 percent in material costs. Check these remarkable features:

- Rapid processing in EKTALITH Processors, Models 2, 10, and 20
- Fast drying
- Minimum opaquing
- No change in exposure requirement
- Good resolution—handles halftones up to 120-line screen
- Freedom from curl
- Easy handling on vacuum back
- Good dimensional stability
- Acceptable print-back speed
- Available in standard presensitized plate sizes for easier handling

BONUS FEATURE:

These negatives can be processed interchangeably with KODAK EKTALITH Transfer Paper to give you added versatility.



Fast, economical, convenient roomlight and darkroom operation

You can carry out the complete KODAK EKTALITH Method in a normally lighted room, using the KODAK EKTALITH Loader-Processor, Models 1A or 2. The procedure is quick and easy. Expose the KODAK EKTALITH Transfer Paper, process it in a KODAK EKTALITH Loader-Processor, and transfer photo-image of original to the offset master. Cost in time—just one minute. EKTALITH Loader-Processor, Model 1A, handles masters up to 10" x 15"; Model 2 handles masters up to 12" x 18".

EKTALITH Equipment is also available for use with process camera and darkroom facilities. The KODAK EKTALITH Processor, Model 10, handles masters to 10" x 15"; the Model 20, to 15½" x 20½".



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1 New KODAK EKTALITH Loader-Processor, Model 2

Designed for storing, handling, and processing KODAK EKTALITH Transfer Paper up to 12" x 18", and KODAK EKTALITH Negative Material up to 11" x 18", masters up to 12" x 18", all in normal room light. The unit can be used with any office-type copying camera to produce quality offset masters and to prepare presensitized plates, dry and ready to "burn." Includes slide-in storage cassettes which hold 75 sheets of Transfer Paper and provide easy change of paper size, also a pushbutton-controlled timing system to control processing.

The Model 2 is designed to accept the ACTIMETER Unit, Model 100-K. Finished in two-tone aqua, the enamel cabinet is 39" wide x 30½" long x 18½" high. It operates on 110-volts AC, is Underwriters-approved.

2 KODAK EKTALITH Loader-Processor, Model 1A

For roomlight use with any office-type copying camera. Designed for daylight storing, handling, and processing of KODAK EKTALITH Transfer Paper up to 9" x 14" and masters up to 10" x 15".

3 KODAK EKTALITH Copy Unit, Model 1

This convenient unit is designed for use with EKTALITH Loader-Processors, Models 1A and 2, and EKTALITH Processors, Models 10 and 20, in making direct paper or transparent copies. With this unit you can get 10 or more dry, photo-accurate copies up to 9" x 14".

4 KODAK EKTALITH Processor, Model 10

This Processor is designed for the darkroom processing of KODAK EKTALITH Transfer Paper and EKTALITH Negative Material which has been exposed in a darkroom camera. Accepts paper up to 9" x 14" with image transferred to masters up to 10" x 15".

5 KODAK EKTALITH Processor, Model 20

Designed for producing offset paper masters from KODAK EKTALITH Transfer Paper and for processing EKTALITH Negative Material that has been exposed in a darkroom camera. Model 20 Processor accepts EKTALITH Transfer Paper and EKTALITH Negative Material up to 12" x 18" with a maximum master size of 15¼" x 20½".

6 KODAK EKTALITH ACTIMETER Unit, Model 100-K

Designed to team up with all KODAK EKTALITH Processors. Unit holds convenient, easy-to-handle supply containers which automatically provide Processors with activator solution. This cuts down on the need for tray clean-up and allows processing of up to 4,000 masters without the need for complete activator changing. With the ACTIMETER Unit you save both in labor and in material costs.



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KODAK EKTALITH Products are sold and serviced through your KODAK EKTALITH Dealer

Located conveniently near to you, he'll be glad to discuss with you the various applications of the KODAK EKTALITH Method of offset master-making. He'll also help in the selection and installation of KODAK EKTALITH Equipment and materials best suited to meet your reproduction needs. He stands ready to provide prompt service and delivery.

For further information about the KODAK EKTALITH Method, see your KODAK EKTALITH Dealer . . . or write to:

Photo Reproduction Products Sales Division

EASTMAN KODAK COMPANY

343 State Street
Rochester, N.Y. 14650

